ORDER

Orders Order / Rev: 170131 Alt Order #: Product Desc: Martin Heinrich 11/2-11/06 Order KOB 13046 Estimate: Flight Dates: 11/02/12 - 11/06/12 Primary AE: Olivia Lawrence Original Date / Rev: 11/02/12 / 11/02/12 Sales Office: **KOB** Order Type: **GENERAL** Sales Region: Local Agency Name: Media Strategies & Research **Buying Contact:** Suzanne Lorimer Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1580 Lincoln St Ste 510 Billing Cycle: EOM/EOC Denver, CO 80203-1507 Agency Commission: 15% Advertiser **Heinrich for Senate** Name: Demographic: A35+ New Business Thru: 05/05/09 **Product Codes:** PL1 00:15:00 Order Separation: 99 Priority: Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	39	\$16,735.00	\$14,224.75

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	39	\$16,735.00	\$14,224.75	0.00
Totals	39	\$16,735,00	\$14,224,75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

AGY, POL, CAND

Order Share	Share	Total
КОВ	26%	\$16,735.00
Market	100%	\$64,365.38

Revenue Codes:

Chana	Tatal
Snare	Total
0%	\$0.00
0%	\$0.00
9%	\$5,792.88
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
29%	\$18,665.96
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
	0% 9% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%

KREZ 0% \$0.00 **KRPV** 0% \$0.00 KRQE 36% \$23,171.54 KUPT \$0.00 0% **KWBQ** \$0.00 0% UNKWN \$0.00 0%

Print Date: 11/02/12 11:03:45 Page 2 of 4

Order / Rev: 170131 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 11/2-11/06 Order KOB

Flight Dates: 11/02/12 - 11/06/12 Estimate: 13046

News A Today Sa-530a		Start	End	Inventory Code		Start/End		Len Sp	ots		Rtg Type	Spots	Amount
Weekc 10/29/12 11/04/12 F-	1 Al	l 11/02/1	2 11/06/12	,		M-F 5a-530a	MTF	:30	1	\$175.003	0.00 NM	3	\$525.0
Week 11/05/12 11/14/12 MT 2 \$175.00 0.00		Start Date			Spots/Week		Rating						
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3 All 11/02/12 11/06/12 News 4 Today II 6a-7a CM News 6 Today CM News 6 Today Show M-F 7a-9a MTF 30 1 \$600.00 0.00 NM News 6 Today Show M-F 7a-9a MTF 30 1 \$600.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 (\$600.00) 0.00 NM News 6 Today Show M-F 7a-9a M 30 (\$600.00) 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$125.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$125.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$125.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$125.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$125.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM News 6 Today Show M-F 7a-9a M 30 1 \$175.00 0.00 NM M-F 7a-9a M 30 1	Week:	10/29/12	11/04/12	F	1	\$300.00	0.00					l	
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Print Date: 11/02/12 11:03:46 Page 3 of 4

Order / Rev: 170131 Advertiser: Heinrich for Senate

Alt Order #: Product Desc: Martin Heinrich 11/2-11/06 Order KOB

Flight Dates: 11/02/12 - 11/06/12 Estimate: 13046

_Ln Ch	Start	End	Inventory Code		Start/End	Time Days	3	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
			News 4 @ Midday News 4 @ Midday	•									
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 10	0/29/12	11/04/12	F	1	\$125.00	0.00							
Week: 11		11/11/12	-T	1 014		0.00		.00		#050,000	0.00.104	0	#0.00
N12 All	11/05/1	2 11/06/12	Days Of Our Live Days Of Our Live		M-F 1p-2p	M		:30	1	\$350.002	0.00 NM	0	\$0.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
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T	ime perio	d not availab	le]										
13 All	11/02/1	2 11/04/12	The Insider 3p	CM	M-F 3p-330p		F	:30	1	\$200.003	0.00 NM	1	\$200.00
C+	art Date	End Date	The Insider 3p Weekdays	Spots/Week	Pata	Pating							
Week: 10		11/04/12	F	<u> </u>	<u>Rate</u> \$200.00	Rating 0.00							
14 All	11/02/1	2 11/06/12	Inside Edition 330	Ор СМ	M-F 330p-4p	M	F	:30	1	\$200.003	0.00 NM	2	\$400.00
			Inside Edition 33	•									
<u>St</u> Week: 10	art Date	End Date 11/04/12	<u>Weekdays</u> F	Spots/Week	<u>Rate</u> \$200.00	Rating							
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N 15 All	11/02/1	2 11/06/12	Judge Judy-P/ DF	R 4p/ 4301M	M-F 4p-5p	M	F	:30	1	\$300.002	0.00 NM	1	\$300.00
			Judy Judy-P/ DR										
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_	redited	d not availab	lo1										
ان Week: 11		11/11/12	M	1	\$300.00	0.00							
16 All	11/05/1	2 11/06/12	News 4 @ 6p M-F	= CM	M-F 6p-632p	M		:30	1	\$800.002	0.00 NM	1	\$800.00
			News 4 @ 6p M-		_								
<u>St</u> Week: 11	art Date	End Date 11/11/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00							
17 All			News 4 @ 630p N		M-F 630p-7p		F	:30	1	\$400.004	0.00 NM	2	\$800.00
			News 4 @ 630p l							*		_	*********
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10 Week: 11		11/04/12 11/11/12	F M	1 1	\$400.00 \$400.00	0.00 0.00							
18 All			News 4 Special S		Sa 5p-530p		-S-	:30	1	\$150.006	0.00 NM	1	\$150.00
			News 4 Special S	•									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
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19 All	1 1/02/1	2 11/04/12	News 4 Special @		3u 430p-3p		3	.30	1	φ123.000	U.UU INIVI	'	\$125.00
<u>St</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating							
Week: 10		11/04/12	S	1	\$125.00	0.00							
20 All	11/05/1	2 11/06/12	Monday Prime C Monday Prime C	CM	M 9p-10p	M		:30	1	\$2,000.001	0.00 NM	1	\$2,000.00
St	art Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 11		11/11/12	M		\$2,000.00	0.00							
21 All	11/05/1	2 11/06/12	News 4 @ 10p M		M-F 10p-103	5p M		:30	1	\$800.003	0.00 NM	1	\$800.00
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22 All			News 4 @ 10p Sa		Sa 10p-1030		-S-	:30	1	\$600.004	0.00 NM	1	\$600.00
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	art Date	End Date	Weekdays S-	Spots/Week	Rate	Rating							
Week: 10	J/29/12	11/04/12	5-	1	\$600.00	0.00							

Print Date: 11/02/12 11:03:46 Page 4 of 4

Totals

39

\$16,735.00

Order / Rev: 170131 Advertiser: Heinrich for Senate

*Tax 1 Note: ABQ 7%.

Alt Order #: Product Desc: Martin Heinrich 11/2-11/06 Order KOB

Flight Dates: 11/02/12 - 11/06/12 Estimate: 13046

Ln C	h Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
23	All 11/02/	12 11/04/12	News 4 @ 10p Sun		Su 10p-103	5pS	:30	1	\$600.004	0.00 NM	1	\$600.00
	Start Date	End Date	News 4 @ 10p Sur Weekdays S	ı Spots/Week	Rate	Rating						
Week	k: 10/29/12	11/04/12	S	1	\$600.00	0.00						
24	All 11/05/	12 11/06/12	The Tonight Show	CM	M-Th 1035p	-1135pM	:30	1	\$350.002	0.00 NM	1	\$350.00
			The Tonight Show									
\/\I	Start Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
	k: 11/05/12 All 11/02/	11/11/12	Access Hollywood I	2to 121M	\$350.00 M Th 1135p	0.00 -1207aMF	:30	1	\$55.006	0.00 NM	2	\$110.00
25 /	All 11/02/	12 11/00/12	Access Hollywood		W-111 1133p	-1207 aviF	.30	'	φ33.000	U.UU INIVI	2	φ110.00
	Start Date	End Date		Spots/Week	Rate	Rating						
	k: 10/29/12	11/04/12	F	1	\$55.00	0.00						
	k: 11/05/12	11/11/12	M	1	\$55.00	0.00			Ф0.000.004	0.00.1114		40.000.00
26	All 11/02/	12 11/04/12	NFL (Sunday) NFL (Sunday)	СМ	Su 6p-930p	S	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
	Start Date	End Date	` ,	Spots/Week	Rate	Rating						
Week	k: 10/29/12	11/04/12	S		\$3,200.00	0.00						
N 27	All 11/02/	12 11/04/12	Football Night in Ar		Su 5p-6p	S	:30	1	\$1,200.003	0.00 NM	1	\$1,200.00
			Football Night in A									
Mool	Start Date k: 10/29/12	End Date 11/04/12	Weekdays S	Spots/Week	Rate \$1,200.00	Rating 0.00						
		11/04/12	Saturday Prime 2hr		\$1,200.00 Sa 8p-10p	S-	:30	1	\$400.004	0.00 NM	1	\$400.00
1120	7111 117027	12 11/04/12	Saturday Prime 2h		Ou op Top	J	.00	•	φ400.004	0.00 14101	•	Ψ-100.00
	Start Date	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
	k: 10/29/12	11/04/12	S-	1	\$400.00	0.00						
N 29	All 11/02/	12 11/04/12	News 4 Weekend S		Sa 7a-9a	S-	:30	1	\$100.006	0.00 NM	1	\$100.00
	Start Date	End Date	News 4 Weekend S Weekdays	Sat 7a-9a Spots/Week	Rate	Rating						
Week	k: 10/29/12	11/04/12	S-	1	\$100.00	0.00						
N30	All 11/02/	12 11/04/12	Saturday Today	СМ	Sa 5a-7a	S-	:30	1	\$75.006	0.00 NM	1	\$75.00
			Saturday Today									
	Start Date	End Date		Spots/Week	Rate	Rating						
	k: 10/29/12	11/04/12	Cood Dow Nove May	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	\$75.00	0.00	-20		Ф 7 Г 000	0.00 NIM	4	Ф7 Г 00
N31	All 11/05/1	12 11/06/12	Good Day New Mex Good Day New Me		M-F 11a-11	30a M	:30	1	\$75.006	0.00 NM	1	\$75.00
	Start Date	End Date	•	Spots/Week	Rate	Rating						
Weel	k: 11/05/12	11/11/12	M	1	\$75.00	0.00						